How to make an effective case for preserving Alaska’s investment in UAA

The most effective advocacy is personal. Our elected officials care about their constituents’ views. When advocating for the university, don’t underestimate the power and influence of your story. Your perspective is important. Before you write or call your legislator, please consider the following suggestions.

Step 1 – Set a clear, attainable goal (e.g., a call to action)

• What do you want your elected official to do with the information you share with them?
• What action do you want them to take? What thing do you want them to support or oppose?

Step 2 – Gather, then internalize your key points

Ask yourself these questions:
• How are you connected to the university (student, alumni, community member)?
• How has the university affected your life, your business or your family?
• Why is the university important to the people in your community and the state?

Step 3 – Craft the message

• Keep it short, no more than one page. Get to your point quickly.
• Offer evidence to support your position, if you have it.
• Be professional and polite.
• Ask for what you want.
• Say “thank you.”

This basic outline may be helpful:
• Identify yourself. If you are a constituent in the legislator’s district, say so.
• Tell them why you are writing or calling. What action do you want them to take? (See Step 1)
• Why should they take that action? This is where you tell your story. (See Step 2)
• Offer clear evidence and reasoning in support of the action you are asking them to take.
• Reiterate your request for action.
• Be sure to thank them for their time and consideration of your input!